

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY CARACAS

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E.O. 11652: N/A

TAGS: BEXP, VE

SUBJECT: FY 77 CCP

1. THE FY 77 CCP, CAMPAIGN 11, ACTION 2 CALLS FOR THE PRE-SENTATION OF A CONSTRUCTION INDUSTRY COMPANY CATALOG AND PRODUCT LITERATURE REFERENCE LIBRARY TO THE VENEZUELAN CHAMBER OF CONTRACTORS BY MARCH 31 AS A FOLLOW-UP ACTION TO THE RECENTLY CONCLUDED CONSTRU-QUIPOS 76 EXHIBITION. THIS ACTION WOULD BE MORE USEFUL AND RELEVANT TO THE PARTICIPANTS OF THE EXHIBITION IF HELD DURING THE FIRST QUARTER OF FY 77. THEREFORE, USDOC/OIM HAS DRAFTED A LETTER, PARAGRAPH 2, FOR USE IN SOLICITING PRODUCT LITERATURE FROM THE PARTICIPANTS OF CONSTRU-QUIPOS. IF THE POST HAS NO OBJECTION TO THE CHANGE IN TIMING, OIM WILL MAKE THE INITIAL MAILING TO ALL STATESIDE PARTICIPANTS AND CONTACT THE APPROPRIATE U.S. TRADE ASSOCIATIONS FOR THEIR INPUT. THE POST SHOULD AT THE SAME TIME CONTACT LOCAL AGENTS WHO PARTICIPATED IN THE EVENT. BEFORE THE MAILINGS CAN BE MADE, THE POST SHOULD CLEAR THE EVENT WITH THE CONTRACTORS ASSOCIATION AND ADVISE OIM THAT THEIR SUPPORT HAS BEEN OBTAINED. LOCAL PUBLICITY AMONG APPROPRIATE END-USERS SHOULD ALSO BE PLANNED FOR THIS EVENT. WHEN YOUR PUBLICITY CAMPAIGN HAS BEEN

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DEVELOPED PLEASE PROVIDE OIM AN OUTLINE.

2. LETTER OF INVITATION TO PARTICIPATE IN NEW TRADE PROMOTION EVENT: REF: CONSTRU-QUIPOS 76. DEAR EXHIBITOR:

THE OFFICE OF INTERNATIONAL MARKETING AND THE U.S. EMBASSY IN CARACAS INVITE YOU TO PARTICIPATE IN A NEW TRADE PROMOTION ACTIVITY DEVELOPED TO TAKE ADVANTAGE OF THE FAVORABLE MARKET SITUATION CREATED BY THE HIGHLY SUCCESSFUL CONSTRU-QUIPOS 76. THE NEW PROMOTION--THE PRESENTATION OF A CONSTRUCTION INDUSTRY COMPANY CATALOG AND PRODUCT LITERATURE REFERENCE LIBRARY--IS SCHEDULED FOR MID-OCTOBER 1976.

IN THE PAST WHEN AN EXHIBITION CLOSED, THE EXHIBITORS AND THEIR AGENTS LEFT NO LIBRARY OF REFERENCE PUBLICATIONS THAT COULD BE CONSULTED BY BUYERS WHO MISSED THE EXHIBITION OR WHO DECIDED AFTER THE EXHIBITION THAT THEY WERE INTERESTED IN YOUR PRODUCT. THIS NEW PROMOTION WILL PROVIDE A REFERENCE LIBRARY IN ONE CONVENIENT LOCATION FOR VENEZUELAN BUYERS AND GOVERNMENT OFFICIALS, IT WILL PROVIDE U.S. EMBASSY FOLLOW UP AND CONTACT WITH IMPORTANT ENDUSERS, AND THE U.S. EXPORTER WILL REAP NEW TRADE OPPORTUNITIES THROUGH ADDITIONAL EXPOSURE IN THE VENEZUELAN MARKET.

THE REFERENCE LIBRARY WILL CONSIST OF A COMPOSITE COLLECTION OF THE CATALOGUES AND SALES BROCHURES OF ALL THE EXHIBITORS IN CONSTRU-QUIPOS 76. IT WILL BE PRESENTED TO THE VENEZUELAN ASSOCIATION OF CONTRACTORS AT A RECEPTION HOSTED BY THE ASSOCIATION AND THE U.S. EMBASSY. KEY ARCHITECTS, BUILDERS AND GOVERNMENT OFFICIALS FROM THE METROPOLITAN CARACAS AREA WILL BE INVITED TO THE FORMAL PRESENTATION, AND THE PUBLICITY ASSOCIATED WITH THIS EVENT WILL ALERT THE LOCAL BUSINESS COMMUNITY TO THE AVAILABILITY OF THE REFERENCE LIBRARY.

JOIN US IN THIS NEW TRADE PROMOTION ACTIVITY. SEND ONE COPY OF YOUR CATALOGUES, BROCHURES AND OTHER ASSOCIATED PRODUCT LITERATURE TO THE FOLLOWING ADDRESS: H. DARWIN SWETT-CONSTRU-QUIPOS 76, COMMERCIAL ATTACHE-CARACAS, APO NEW YORK 09893. YOUR LITERATURE SHOULD BE MAILED NO LATER THAN SEPTEMBER 15.

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SINCERELY,
THOMAS K. BREWER
COUNTRY MARKETING MANAGER
OFFICE OF INTERNATIONAL MARKETING HABIB

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